

# PROSPECTING

helping Managed IT Services leads **BUY**



Prospect qualifier questions from Managed IT Services sales desk



Tip: The best managed services sales professionals spend more time listening to clients than talking. Ask the right questions to get the right answers.

|                                     |   |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | What portion of IT have you outsourced before? (mail services, infrastructure management, customer support, etc.)   |
| <input checked="" type="checkbox"/> | How has the experience been (good, bad and ugly) with Managed Service Providers?  |
| <input checked="" type="checkbox"/> | Which is the most important criteria that you consider for a successful business relationship with an MSP? (experience, skills, costs, support quality, ease of doing business, service delivery features etc.) |
| <input checked="" type="checkbox"/> | Which are the applications that can't go dark in your business (apps you run your business on, that help you make or save money)?   |
| <input checked="" type="checkbox"/> | If you could get away with managing one application, what would it be?  |
| <input checked="" type="checkbox"/> | How are you notified when systems go down?  |
| <input checked="" type="checkbox"/> | Has the boss or IT users within your organization ever called you about an outage before you knew about it? What and when was the last outage?  |
| <input checked="" type="checkbox"/> | How do you proactively monitor your IT infrastructure? Do you have an access to your IT assets performance dashboards?  |
| <input checked="" type="checkbox"/> | How adversely does downtime affect your business?   |
| <input checked="" type="checkbox"/> | What is your highest IT cost that is currently delivering the least value?  |
| <input checked="" type="checkbox"/> | What according to you is a high IT priority but never seems to get addressed in your organization?  |
| <input checked="" type="checkbox"/> | How often do you apply security patches and system updates?   |
| <input checked="" type="checkbox"/> | What measures are in place in case for recovery in the event of a disaster (natural or man-made) striking your business? How often is the backup performed?   |
| <input checked="" type="checkbox"/> | Are you into customer service? Does your help desk run 24X7X365?  |

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Prospect qualifier questions from  
Managed IT Services Sales Desk



Who/which department supports IT? Who/which department always complains about IT? Does the business leadership team see IT as a value enabler?



Who is involved in your IT decision process? Who approves the budget?



Are you getting pressure from senior management to move to the cloud? Can you tell “Cloud Hype” from “Cloud Reality”?



What types of devices do your employees bring to work? (smartphones, tablets)? Do you support those devices on your network? What measures are in place to ensure those devices properly access your network?



What is the current size of your internal IT team? Are they multi-technology proficient?



How many times have you been called after business hours in the last quarter?



Are you hiring or firing IT staff right now?



Is your IT team able to plan ahead at finding solutions to your strategic and critical business needs or is always busy resolving day-to-day issues that might arise?



Can you or your IT team enjoy a holiday without worrying about IT?



Are you stretching your team past their capacity? Worse... have you lost your best engineer due to that?



Do you have to ask your MSP to advise on improvements needed in your infrastructure performance, or is your managed service provider proactively offering them to you?



What projects are you not able to cater to OR might want to cater to in near future?



How strategically important are they for your organization? Are they revenue driving?





Does your current IT plan align with your business plan? (growth, customer service, etc.)



When was the last time you reviewed your service level agreements?



How can we assist?

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